

NEWS BRIEFS

Ralph Lauren, LVMH, Ferragamo and luxury pens – News briefs

February 6, 2017



Ralph Lauren's Iconic Style campaign

By STAFF REPORTS

Today in luxury marketing:

[What next for Ralph after Stefan Larsson exits?](#)

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Even after naming Stefan Larsson his chief executive officer in November 2015 in an attempt to evolve his iconic brand, Ralph Lauren always seemed to have his doubts about the choice, according to Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[LVMH sets up vehicle to hunt for emerging luxury brands](#)

LVMH said on Feb. 3 it had set up LVMH Luxury Ventures, a vehicle destined to invest in small, promising fashion, cosmetics or accessories companies, reports Reuters.

[Click here to read the entire article on Reuters](#)

[Ferragamo undeterred by US import tax proposal](#)

The new CEO of the Salvatore Ferragamo luxury leather goods and fashion house said Friday that the prospect of a possible new tax on imports into the United States won't deter his growth strategy in the brand's single most important market, per The New York Times.

[Click here to read the entire article on The New York Times](#)

[Fountain pen sales are surging, despite flat luxury global sales](#)

A wide variety of communities have focused on Donald Trump's recent Oval Office signing ceremonies, but only one among them has turned close attention to the tool with which the new U.S. president affixes his jagged signature to executive orders. I refer, of course, to members of the internet forum fpgeeks.com a nonpartisan commission of Fountain Pen Geeks, says Bloomberg.

[Click here to read the entire article on Bloomberg](#)

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